

File copy
5/27/57

fashion calendar

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8 EAST 77th STREET
NEW YORK 21, N. Y.
TRAFALGAR 9-2343

17th YEAR • A WEEKLY PUBLICATION
RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

january - 1958						
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MAY 24, 1957</u>			
Friday May 24 9:00 A.M. Breakfast	PREVIEW: FALL SPORTSWEAR FASHIONS Showing of Fall collection in a setting converted from skating scene to summer stage. By invitation. Publicity: Kurt Ross, Fashion Bureau, 15 East 48th St., MU. 8-7966.	PHIL ROSE OF GAL., INC. (1407 BROADWAY)	ROCKEFELLER CENTER LOWER PLAZA
Friday May 24 10:00 A.M.	OPENING OF FALL COLLECTION Also, May 28, June 5 and 12. By appointment. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Friday May 24 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION <u>Showings thereafter:</u> Tuesday, May 28; June 4 and 6 at 10:15 A.M. By invitation only. Contact: Helen Boyd, WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday May 24 3:00 P.M.	PRESS PREVIEW: FALL COORDINATES Showing of blouses, coordinates and back-to-school collection, fashioned by Gregory, designed by Henriette Menow. By invitation. Trade showings, <u>beginning Monday, June 3.</u> Publicity: Pauline Greene at Charles Charney Co. Inc., 101 West 55th St., PL. 7-0955.	GREGORY & GOLDBERG	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
<u>WEEK BEGINNING MONDAY, MAY 27, 1957</u>			
Monday May 27 9:30 A.M.	EXHIBITION OF BELGIUM LACE Special display of lace from Belgium. Publicity: Grace de Mun, PL. 3-4000.	SAKS FIFTH AVENUE	5TH FLOOR BRIDAL SALON
Monday May 27 12:00 Noon Luncheon	PREVIEW OF FALL CORDUROY FASHIONS Luncheon showing of Fall corduroy fashions. By invitation only. Publicity: Jane Wyatt, LO. 5-4600.	CONE MILLS, INC. (1440 BROADWAY)	WALDORF-ASTORIA EMPIRE ROOM
Monday May 27 12:00 Noon Luncheon	OPENING: FALL COAT AND SUIT COLLECTION "Things Look Good For Fall"---Showings at 12:00 Noon, May 28, week of June 3, and June 11, 12, 13, followed by luncheon. By invitation. Contact: Dorothy Levine, CH. 4-3512.	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Monday May 27 2:30 P.M.	OPENING OF FALL COLLECTION Pauline Trigere's Fall collection will be presented at 2:30 P.M., May 27, 28, 29, June 4, 5, and 6 at 2:30 P.M. Also June 7 at 10:30 A.M. By appointment only. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 27 2:30 P.M.	OPENING OF FALL DRESSES & SEPARATES Daily thereafter at 2:30.	JAMISON CLASSICS	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Monday May 27 3:30 P.M.; 9:00 P.M.	ANNUAL STUDENT FASHION SHOW Admission: at 3:30 P.M., \$2.00; at 9:00 P.M., \$3.00 and \$5.00 (reserved). Tickets on sale at school.	PARSONS SCHOOL OF DESIGN	410 EAST 54TH STREET
Monday May 27 4:30 P.M. Cocktails	FALL PREVIEW BY LUIS ESTEVEZ By invitation. Trade thereafter at 12:00 Noon in showroom. Contact: Elizabeth Harris, LO. 4-5820. Publ.: Eleanor Lambert, MU. 8-2130.	GRENELLE-ESTEVEZ LTD. (550 SEVENTH AVENUE)	WALDORF-ASTORIA JADE ROOM
Monday May 27 7:00 P.M. Dinner	AMERICAN SPORTSWEAR DESIGN AWARDS Second Annual Awards honoring nominees and winners of the 1957 American Sportswear Design Awards presented by "Sports Illustrated" Magazine. By invitation only. Contact: Eleanor Montville or Sheila Driggs, JU. 6-1212.	SPORTS ILLUSTRATED MAGAZINE	ST. REGIS ROOF AND PENTHOUSE
Tuesday May 28 9:00 A.M. Breakfast	PREVIEW: EXPANDABLE WARDROBE FASHIONS "Travel Well"--an initial showing of coats, suits and dresses, designed by Jeri Holmes. For buying offices only. By invitation. Contact: Lillian Zmania, OX. 7-0811.	JANTZEN, INC. (261 MADISON AVENUE)	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday May 28 9:00 A.M.; 12:30 P.M.; 3:30 P.M.	PRESS PREVIEWS: HOME SEWING TECHNIQUES Showing of new fashions and home decorations; demonstrations of latest home sewing techniques; introduction of newest design in sewing machines. By invitation. Publ.: Anne Cunningham, Young & Rubicam, MU. 9-5000.	SINGER SEWING MACHINES	HOTEL BILTMORE GRAND BALLROOM
Tuesday May 28 10:30 A.M.; 2:30 P.M.	OPENING OF FALL COLLECTION Showing of Fall daytime dresses; also tailored coats and suits. Daily at 10:30 and 2:30. Contact: Dick Collen, BR. 9-9897.	RUFFOLO BROS., INC.	500 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday May 28 10:30 A.M.	OPENING OF FALL COAT & SUIT COLLECTION By appointment. Contact: WI. 7-3764.	BEN ZUCKERMAN	512 SEVENTH AVENUE SHOWROOM - 40TH FLOOR
Tuesday May 28 11:00 A.M.	PREVIEW OF FALL COATS AND SUITS Preview for press and resident buyers. By invitation. Trade showings from Tues., June 4 at 11:00 A.M. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Beginning Tuesday May 28 11:30 A.M.	OPENING OF FALL COLLECTION Showing of custom sizes for the diminutive miss at 11:30 A.M. May 28, 29, June 4, 5, 6. Contact: Leo Morrell, LO. 4-0616.	MISS MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday May 28 12:00 Noon Box Lunch	PREVIEW OF FALL DRESS COLLECTION By invitation. Continuous daily thereafter. Publicity: Margaret Hodge, 15 East 48th Street, PL. 5-7630.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 28 12:00 Noon	PRESS PREVIEW OF HANDBAG COLLECTION Showing of fashion trends in afternoon and evening bags. Luncheon at 1:00 P.M. promptly. By invitation. Contact: MU. 3-0661.	HILDE WALBORG CORP.	149 MADISON AVENUE SHOWROOM - 4TH FLOOR
Tuesday May 28 12:30 P.M. Luncheon	PRESS PREVIEW: FALL COLLECTION First presentation of Edma Grangé Fall daytime, afternoon and cocktail fashions. By invitation. Continuous daily May 28 - June 18, Gotham Hotel, Suites 1109-1110. Contact: Edma Grangé, MU. 8-7353. Publicity: Helen O. Borger, 667 Madison Avenue, TE. 8-0937.	EDMA GRANGÉ (325 EAST 57TH ST.)	HOTEL GOTHAM NORTH ROOM
Tuesday May 28 2:00 P.M.	PREVIEW: FALL COAT AND SUIT COLLECTION For press and buying offices, by invitation. <u>Trade, beginning June 4 at 10:30 A.M.</u> Contact: Edward Millstein, WI. 7-2770.	DAN MILLSTEIN, INC.	205 WEST 39TH STREET SHOWROOM - 11TH FLOOR
Tuesday May 28 3:30 P.M.	PREVIEW OF FALL COLLECTION By invitation. <u>Trade, beginning June 4.</u> Contact: Isabelle Crawford, BR. 9-7700.	LESLIE FAY CORP.	1400 BROADWAY SHOWROOM - 16TH FLOOR
Tuesday May 28 4:00 P.M.	PREVIEW OF FALL JUNIOR DRESSES By invitation only. Publicity: Terry Mayer, BR. 9-6560.	HAYETTE	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 28 4:45 P.M. Cocktails	PREVIEW OF FALL "AFTER FIVE" COLLECTION Scaasi will preview his cocktail and evening fashions. By invitation. Contact: Maxwell-Gray, PL. 3-5556.	SCAASI	HOTEL PLAZA STATE SUITE
Beginning Tuesday May 28	OPENING: FALL COUTURE COLLECTION Dorothy Dickerson will present her Fall fashions. Continuous daily thereafter. Contact: Ann Sadowsky, EL. 5-7695.	DOROTHY DICKERSON	19 WEST 57TH STREET SHOWROOM - 6TH FLOOR
May 30	MEMORIAL DAY--Legal Holiday (Thursday).		
Monday June 3 10:00 A.M.; 2:00 P.M.	OPENING: FALL FOUNDATION COLLECTION By invitation. <u>June 3-5 at 10:00 and 2:00.</u> <u>June 6 at 10:00.</u> <u>June 10-12 at 10:00, 2:00 and 3:30.</u> <u>June 13 at 10:00 and 2:00.</u> Contact: Kay Keniry; Publicity: Marian Sherwood, MU. 3-1194.	WARNER'S	200 MADISON AVENUE SHOWROOM - 10TH FLOOR
Monday June 3 2:30 P.M.	PRESS PREVIEW: BRIGANCE FALL COLLECTION Sportsmaker will preview Brigance's Fall collection of dresses, blouses and at-home clothes. By invitation. <u>Trade showings June 5, 6, 11, 13 at 2:30 P.M.</u> Contact: LO. 3-1534.	SPORTSMAKER, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday June 3 3:30 P.M.	PREVIEW OF FALL COLLECTION For press and buying offices, by invitation. <u>Trade at 11:30 A.M.</u> thereafter. Contact: Ray Horwitz, LO. 4-1860.	JACK HORWITZ ASSOC.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 3 4:00 P.M.	"YOUNG VIEWPOINT FASHIONS" FOR FALL By invitation. Contact: Arleen Fischer, CH. 4-4131.	GINSBURG & ABELSON (1400 BROADWAY)	HOTEL PLAZA GRAND BALLROOM
Monday June 3 4:30 P.M. Cocktails	PREVIEW: FALL GLOVE FASHIONS Presentation of Maison Du Gant Francais Fall leather gloves and accessories. By invitation only. Showings daily from 9:30 A.M. to 6:00 P.M., June 4-15. Luncheons by reservation. Cocktails daily. Publicity: Charlotte Klein at Edward Gottlieb Assoc., 2 West 45th Street, MU. 7-3050.	LEATHER GLOVE PRODUCERS OF FRANCE	HOTEL ALGONQUIN ROOM 306
Monday June 3- June 7 6:00 P.M. Buffet	SUNSET YACHTING CRUISE AND FASHION SHOW Wonderknit will present their new Fall "Miss Wonderteens", coordinated knitted sportswear--7 to 14 and subteen--during a cruise up the Hudson on a 90-foot yacht. By invitation. Publicity: Ruth Shaw, WI. 7-2562.	WONDERKNIT CO. (112 WEST 34TH ST.)	YACHT ANSTAN III W. 79 St, YACHT BASIN
Beginning Monday June 3	OPENING: FALL COUTURE COLLECTION Mary Black will present her afternoon, cocktail and evening dresses. Contact: Anne Towne, PL. 8-2014.	MARY BLACK OF LONDON, INC.	18 EAST 50TH STREET SHOWROOM - 10TH FLOOR
Beginning Monday June 3	OPENING: FALL COAT COLLECTION Showing of Fall coats. Continuous thereafter. Contact: Alan Baron, FE. 6-8867.	HENRY FRIEDRICKS, "BRITTANY"	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Beginning Monday June 3	OPENING: FALL-WINTER JEWELRY COLLECTION Fashion jewelry and boutique gift collection. For press and trade. By appointment. Contact: MU. 5-7390. Publ.: Gina di Grandi Assoc., PL. 3-4216.	THE NAPIER CO.	389 FIFTH AVENUE SHOWROOM - 8TH FLOOR
Monday June 3- June 21	"BACK TO BUSINESS" CAPSULE CLINIC Preview of Fall ready-to-wear and accessories, from Aug.-Sept. issues. Open to retailers only. Merchandise-promotion clinics at 9:00 A.M. daily; store group meetings. By appointment. Contact: Natalie H. Schram, PL. 9-2080.	CHARM MAGAZINE	CHARM SHOWROOM 1384 B'WAY - 18TH FL.
Beginning Monday June 3	FALL COLLECTION OF SCARVES Showing of international fashions in scarves, stoles, collars, jackets and shrugs. Publicity: Peggy O'Grady, 299 Madison Ave., MU. 2-0752.	BAAR & BEARDS, INC. (TOP-HIT)	15 WEST 37TH STREET SHOWROOM - 10TH FLOOR
Beginning Monday June 3	FALL SCARF COLLECTION Tyrolean-inspired scarves and fashion accessories. Continuous daily. Contact: OR. 9-3026. Publicity: Florence Brobeck, MU. 8-8197.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Monday June 3	OPENING OF FALL SCARF COLLECTION Showing of back-to-school and Fall Glentex scarfs, neckwear and accessory wraps. Publicity: Ann R. Silver Associates, MU. 7-8654.	GLENSDER TEXTILE CORP.	417 FIFTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday June 4 9:30 A.M.	PRESS PREVIEW OF BEAVER FASHIONS "A Rainbow Range of Colors in Beaver". Publ.: Rosemary Sheehan, MU. 5-1280.	FANTASIA FURS, INC. (STESSEL & WARE, INC.)	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 4 10:00 A.M.	OPENING: FALL COCKTAIL AND FORMAL COLLECTION Continuous showings daily thereafter. Contact: Zara Ossam, WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday June 4 11:00 A.M.	OPENING OF FALL COLLECTION Will Saunders for Arkey at 11:00; Rappi at 2:00; Anne Fogarty for Margot at 3:00. Daily thereafter at same hours. Contact: Honi Greenberg for Arkay and Rappi; Nancy English for Margot, LO. 5-2626.	ARKAY; RAPPI; MARGOT DRESSES	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday June 4 11:30 A.M. Luncheon	OPENING: COUTURE FALL FASHIONS Showing of daytime, cocktail and evening fashions. By invitation. Daily thereafter at 11:30. Contact: Sylvan Fox, CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday June 4 12:00 Noon Luncheon	OPENING OF FALL JUNIOR COLLECTION Trade showings at 12:30 P.M. daily except Friday, through June 13. By invitation. Contact: Audrey Waymouth, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday June 4 12:00 Noon	OPENING OF FALL COLLECTION "Clothes For You"--designed by Madeleine Fauth. Daily thereafter through June 13, at 12:00 Noon. Contact: Isabelle Crawford, BR. 9-7700.	MADELEINE FAUTH	1400 BROADWAY SHOWROOM - 16TH FLOOR
Tuesday June 4 12:30 P.M. Luncheon	ANNUAL GRADUATION LUNCHEON Presentation of awards to outstanding alumnae at twentieth luncheon. Contact: Florence Grossman, TR. 9-4644. Publicity: Barbara Winters, at Constance Hope, 200 West 57th Street, PL. 7-0515.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA EMPIRE ROOM
Tuesday June 4 1:00 P.M.	PREVIEW OF FALL DRESS COLLECTION Mr. Mort's Fall dress collection, designed by Lee Evans, will be presented June 4, 5, and 6, at 1:00 P.M. By invitation. Contact: Jean Ring, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday June 4 2:30 P.M.	FALL SEPARATES, DRESSES, SPORTSWEAR Daily at 11:30 A.M. and 2:30 P.M. By invitation. Contact: LO. 5-7514.	TINA LESER	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday June 4 2:30 P.M.	PREVIEW OF FALL MILLINERY COLLECTION Preview of John Frederics' Fall hats. By invitation. Contact: Joseph Mann, CI. 7-7745.	JOHN FREDERICS	6 WEST 57TH STREET SALON - 7TH FLOOR
Tuesday June 4 4:30 P.M. Cocktails	TWENTY-FIRST ANNUAL COLLEGE CLINIC "Your Direct Line To The Campus"--back-to-school fashions from August college issue. By invitation, for official tie-in stores. Contact: Ninki Hart, PL. 9-2080.	MADemoisELLE MAGAZINE (575 MADISON AVENUE)	HOTEL SHERATON-ASTOR GRAND BALLROOM
Beginning Tuesday June 4	OPENING: WOMEN'S FALL FASHIONS Showing of half-sizes. Contact: Isabelle Crawford, BR. 9-7700.	LESLIE POMER	1400 BROADWAY SHOWROOM - 16TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 5 9:30 A.M. Breakfast	PRESS PREVIEW: GIRLS' DRESSES AND COATS Showing of coordinated girls' fashions by Helen Lee. By invitation. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.	HELEN LEE OF ALYSSA AND PEGGY 'N SUE	HOTEL PLAZA WHITE & GOLD SUITE
Wednesday June 5 12:00 Noon Luncheon	ANNUAL INFANTS' WEAR SHOW Annual luncheon for infants' wear buyers and merchandise managers. By invitation. Contact: Virginia MacAuley, MU. 2-8891.	KLEINERT'S (485 FIFTH AVENUE)	HOTEL SHERATON-ASTOR GRAND BALLROOM
Wednesday June 5 2:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Showing of Fall fashions. By invitation. Trade showings daily thereafter at 10:30 and 2:00 P.M. Contact: Betty Whiteman, CH. 4-8876. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.	MAM'SELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday June 5 4:00 P.M.	OPENING: JUNIOR FALL COLLECTION By invitation. Also June 12, at 4:00 P.M. Contact: Dorothy David, at Darbury, IA. 4-5323.	DONALD BROOKS FOR DARBURY	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday June 5 4:00 P.M.	PRESS PREVIEW: NEW SHOWROOM Press showing of Fall foundations. Publicity: Gladys Steiner, PL. 1-2820.	FORTUNA FOUNDATIONS	34 WEST 33RD STREET SHOWROOM - 4TH FLOOR
Wednesday June 5 4:30 P.M. Cocktails	PREMIERE SHOWING OF ROME FASHIONS Showing of Capucci Fall collection. By invitation. Contact: Rosemary Sheehan, MU. 5-1280.	CAPUCCI OF ROME FOR DAVID	SHERRY NETHERLAND CRYSTAL PAVILLON
Wednesday June 5 5:00 P.M. Dinner	ANNUAL FASHION COORDINATORS' MEETING For store merchandisers, fashion coordinators and publicity directors. Cocktails and dinner. By invitation only. Contact: Doris Janitschek, PE. 6-5836.	CAVENDISH TRADING CORP. (1412 BROADWAY)	HOTEL NEW YORKER EMPIRE SUITE
Wednesday June 5 5:30 P.M.- 7:30 P.M.	COLLEGE FASHION SHOW "Glamour Magazine" will preview fashions from their August issue. For store representatives, by invitation. Publicity: Lucia Depew, LE. 2-7500.	GLAMOUR MAGAZINE (420 LEXINGTON AVENUE)	HOTEL BILTMORE GRAND BALLROOM
Thursday June 6 8:30 A.M. Breakfast	PRESS PREVIEW OF FALL JUNIOR DRESSES Showing of junior daytime and cocktail collection. By invitation. <u>Thereafter</u> continuous daily in showroom. Contact: Arnold Schwedock, CH. 4-1085. Publicity: Helen O. Borger, 667 Madison Avenue, TE. 8-0937.	JULES FURST, INC. (498 SEVENTH AVENUE)	1407 CLUB 1407 BROADWAY
Thursday June 6 9:00 A.M.- 2:00 P.M.	ANNUAL FALL FASHION CLINIC AND EXHIBIT Presented in cooperation with Infants', Children's and Teens' Wear Buyers' Association, with merchandise exhibit, 9:00 to 9:45 A.M.; clinic and fashion shows, 10:00 A.M. to 12:00 Noon; merchandising luncheon forum, 12:30 to 2:00 P.M. For retail executives, resident buyers, textile firms, advertising agencies, by reservation. Contact: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	HOTEL STATLER GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 6 9:30 A.M.	OPENING OF ADULT SEWING CONTEST Press party for opening of Singer Adult Sewing Contest. Announcement of Grand Prize winner, <u>Thursday June 13 at 10:30 A.M.</u> By invitation. Publ.: Anne Cunningham, Young & Rubicam, 285 Madison Avenue, MU. 9-5000.	SINGER SEWING MACHINES	B. ALTMAN & CO. CHARLESTON GARDENS
Thursday June 6 10:30 A.M.	PREVIEW: FALL AND WINTER FUR FASHIONS Mr. John will present his collection of Fall and Winter furs. By invitation. Publicity: Toni Woodward, MU. 8-4905.	MR. JOHN FURS FOR CHAMBERS SHERWIN	350 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday June 6 12:00 Noon Luncheon	PRESS PREVIEW OF FALL FASHIONS Showing of Fall fashions, followed by luncheon. By invitation only. <u>Trade showings</u> , Tues., June 11 and Thurs. June 13 at 4:00 P.M. Contact: CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON - 2ND FLOOR
Thursday June 6 3:30 P.M.	PRESENTATION OF AUGUST FASHIONS Fashion show of August promotion for "Seventeen" tie-in stores and buying offices. For tickets (\$3.50), contact: Mimi Weiss, PL. 9-8100.	SEVENTEEN MAGAZINE	HOTEL PIERRE GRAND BALLROOM
Thursday June 6 4:00 P.M. Cocktails	PRESS PREVIEW: FALL RAINWEAR COLLECTION Helen Van Vliet will preview Fall and Winter rainwear fashions. By invitation. Daily thereafter in showroom. Contact: LO. 4-8834.	TOWN CREATIONS (525 SEVENTH AVENUE)	1407 CLUB 1407 BROADWAY
Thursday June 6 7:00 P.M. Dinner	SILK FASHION SHOW FOR THE TRADE Showing of Fall silk fashions at dinner for buyers. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASS'N, U.S.A.	WALDORF-ASTORIA EMPIRE-SERT ROOMS
Monday June 10 2:30 P.M. Cocktails	PRESS PREVIEW: FALL- WINTER FUR COLLECTION "La Donna Elegante Collection"--Fredrica Furs (Arthur Schwartz, designer). By invitation. Trade showings, <u>June 11 and 12 at 10:00 A.M.</u> Thereafter by appointment only. Publicity: Gertrude Rossiter, CH. 4-8686.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday June 10- June 14	CORSET & BRASSIERE FALL MARKET WEEK Contact: Mary Osborne, Corset and Brassiere Council, 200 Madison Avenue, LE. 2-9440.	CORSET & BRASSIERE INDUSTRY	SHOWROOMS AND HOTELS
Monday June 10- June 28	DISPLAY OF FALL FASHIONS Display of September promotion for tie-in stores and their buying offices. Also, display of August fashions. Contact: Mimi Weiss, PL. 9-8100.	SEVENTEEN MAGAZINE	488 MADISON AVENUE 10TH FLOOR
Beginning Monday June 10	OPENING: FALL JEWELRY COLLECTION Coro, Inc. will present a collection of Fall jewelry fashions. Publicity: Ann R. Silver Associates, 551 Fifth Avenue, MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday June 10	OPENING: FALL JEWELRY COLLECTION Showing of Vendome jewelry. Publicity: Ann R. Silver, MU. 7-8654.	VENDOME JEWELRY	47 WEST 34TH STREET 3RD FLOOR
Beginning Monday June 10	SHOWING OF FALL AND WINTER JEWELRY Showing of Fall and Winter collection of jewelry by Trifari. By appointment. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI, KRUSSMAN AND FISHEL	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Beginning Monday June 10	OPENING OF NEW RAINWEAR FASHIONS Introducing a new line of imported men's and women's rainwear fashions from Italy, Spain and Japan. Contact: Fran Rodman, BR. 9-2480.	FABRINI IMPORTS, LTD.	250 WEST 39TH STREET SHOWROOM - 4TH FLOOR
Tuesday June 11 10:00 A.M. Breakfast	PRESS PREVIEW OF BRIDAL FASHIONS Showing of Fall and Winter bridal collection. By invitation. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR BRIDAL SALON
Tuesday June 11 11:00 A.M.	PRESS PREVIEW: FUR COLLECTION Showing of fur fashions. For press and buyers, by invitation. Publicity: Peg Wilson, J. G. Proctor Co., YU. 6-7725. <u>Trade showings</u> thereafter, by appointment, at 352 Seventh Avenue, 11th Floor. Contact: LO. 5-5832.	REVILLON WHOLESALE (352 SEVENTH AVENUE)	REVILLON SALON 11 WEST 57TH STREET
Tuesday June 11 12:30 P.M. Luncheon	PREVIEW OF FALL AND WINTER FUR COLLECTION Ritter Brothers will preview their Fall and Winter furs. By invitation. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	RITTER BROTHERS (224 WEST 30TH STREET)	HOTEL PLAZA GRAND BALLROOM
Tuesday June 11 4:00 P.M.	PREVIEW OF FALL MATERNITY FASHIONS Press showing of Fall maternity collection. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	PAGE BOY MATERNITY FASHIONS	27 EAST 37TH STREET 2ND FLOOR
Wednesday June 12 2:30 P.M.	PRESS PREVIEW: FALL- WINTER FUR COLLECTION By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	BEN KAHN	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR
Wednesday June 12 3:45 P.M.	PRESS PREVIEW: FALL FUR COLLECTION Showing of Fall and Winter fur fashions. By invitation. Contact: AL. 5-3037. Publicity: Alfred Davidson, 38 East 57 St., PL. 5-0868.	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday June 12- June 13 4:00 P.M.	CAPSULE CLINICS: LINGERIE & UNIFORMS Preview of lingerie and foundations on June 12, emphasizing promotion and display. On <u>June 13</u> , first specialized uniform clinic. For trade press and retailers by reservation. Contact: Natalie H. Schram, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY SHOWROOM - 18TH FLOOR
Thursday June 13 5:00 P.M. Buffet	FALL FASHIONS IN ITALIAN FABRICS Showing of Fall fashions in bart's "Fiocco"; also "Forcylor" and "bartalana"---Italian fabrics. By invitation. Publicity: Peggy Cantor, WI. 7-1228.	BART SCHWARTZ INT'L TEXTILES LTD.	HOTEL AMBASSADOR TRIANON-BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday June 14 9:00 A.M. And 12:00 Noon	READY-TO-WEAR BREAKFAST & LUNCHEON "American Designers, Fall Collection"--semi-annual showing. Co-Chairmen: Bettina Ballard and Margaret deMille. Breakfast: \$5.50, members; \$8.00, guests. Luncheon: \$7.50, members; \$10.00, guests (one guest to a member). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Tuesday June 18 11:00 A.M.	PRESS PREVIEW: SOPHIE READY-TO-WEAR ORIGINALS Fall and Winter collection, designed by Sophie in collaboration with Stephen Erklin. By invitation. Publ.: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Tuesday June 18 2:30 P.M.	PRESS PREVIEW: FALL FUR COLLECTION Showing of fur fashions by Christian Dior. By invitation. <u>Trade showings</u> thereafter at 10:30 A.M. and 2:30 P.M. Publ.: Eleanor Lambert, MU. 8-2130.	CHRISTIAN DIOR FOURRUKES, INC.	224 WEST 30TH STREET SHOWROOM - 13TH FLOOR
Wednesday June 19 9:30 A.M.	PREVIEW OF LEATHER COLOR AND FINISHES Showing of Resort-Spring-Summer 1958 collection: <u>June 19 at 9:30 A.M.--</u> fashion press and accessory stylists; <u>June 19 at 3:30 P.M.--</u> buying office coordinators and department store fashion coordinators; <u>June 20 at 9:30</u> <u>A.M.--</u> fabric, hosiery and fashion publicists. By invitation. Publicity: Helen Caruso, MU. 6-1623.	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday June 19 2:00 P.M.	PREVIEW OF FALL MILLINERY Miss May will present her Fall millinery collection. By invitation. Publicity: Maude G. Moody, LE. 2-5562.	MISS MAY	23 WEST 57TH STREET SALON - 3RD FLOOR
Monday July 1 10:30 A.M.	PRESS PREVIEW OF FALL MILLINERY The press will be invited to preview Sally Victor's Fall millinery. By invitation. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON - 9TH FLOOR
Monday July 8 11:00 A.M.	PRESS PREVIEW OF FALL MILLINERY Walter Florell will preview his Fall millinery collection. (<u>Note New</u> <u>Address</u>). By invitation. Publicity: Donna Cannon, MU. 7-5447.	WALTER FLORELL	30 WEST 57TH STREET SALON
Tuesday July 9 9:30 A.M. Breakfast	PREVIEW OF FALL MILLINERY Presentation of the Irene of New York and Rivera Fall millinery collections. By invitation. Contact: Ethel Greene, PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Tuesday July 9 11:00 A.M.	PRESS PREVIEW OF FALL MILLINERY Laddie Northridge will preview his Fall millinery collection to the press and buyers. By invitation. Publicity: Maud G. Moody, LE. 2-5562.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
Tuesday July 9 7:00 P.M. Dinner	FALL MILLINERY FASHION SHOW Semi-annual millinery fashion show for trade and press. By invitation. Contact: Millinery Stabilization Comm., 1450 Broadway, LO. 4-7800.	MILLINERY STAB. COMMISSION	PLACE TO BE ANNOUNCED